

An illustration of three cartoon characters hanging from a tree branch. The top character is orange with a large, open mouth showing sharp teeth and a pink tongue. The middle character is blue with large white eyes and a small yellow beak. The bottom character is pink with a large, fluffy pink headpiece and a wide, toothy grin. They are all holding onto a single branch. The background is a lush, green jungle with a large tree trunk on the left and various leaves and vines.

# HARVEY BEAKS

## LAUNCH KIT

nickelodeon





*Harvey Beaks* is the story of the unlikely friendship between a kid who's never broken the rules and his two friends who've never lived by any.





## HARVEY BEAKS

Harvey is a good kid. He gets a kick out of making his world a nice, neat, orderly place, but don't be fooled by Harvey's sweet nature. Behind his innocence burns an adventurous yet dorky spirit. Harvey has a huge round head and a huger, rounder heart. He is not a kid who can easily break rules so in order to get the most out of life, he re-writes them in his own earnest way. He's not looking for approval or accolades. Harvey is comfortable with who he is. He thinks his cargo shorts are cool. He thinks his parents are cool. He thinks his dancing is cool. Where Harvey leads, his best friends, Fee and Foo always follow. Fee and Foo's wild nature inspire him to take bigger risks. With friends like these, Harvey might get into more trouble, but he will also have more fun.



**FEE**

Fee is a kid who sinks her pointy teeth into childhood. She's fierce: fiercely loyal, fiercely confident and fiercely dirty. Fee's never had anyone to tell her what to do so she does exactly what she wants. As much as Harvey follows rules, Fee follows her heart. She's rough and tumble, driven by what seems fun and interesting in the moment. Like her hair, she's completely untamed and wild, willing to risk everything for her friends or her beliefs.





## FOO

Fee's twin brother Foo is like a puppy. He likes the simple things: sticks, eating bugs, running and chewing on things. Foo is the most impulsive of the three friends. He can be totally energized one minute and fast asleep the next. Foo is pure heart and if he had sleeves, he would wear it on them.







## CLAIRE

Claire is a sweet girl who is always in over her head. Living in the shadow of her perfect sister, she's always over-scheduled and all she really wants is to hang out with her friends. She totally crushes on Foo because she sees him as the bad boy. She joins in the kids' adventures as a small act of freedom and defiance. Claire spends all her time trying to live up to her parents' expectations, but she's slowly finding her own voice.



## DADE

Dade considers Harvey his best friend and looks up to Harvey as his idol. It borders on obsessive. So he's obscenely jealous of the twins and the attention Harvey gives them. He comes from an uptight, conservative family, and he is quick to judge people. Next to Dade, Harvey looks like a rebel. He's a tattletale and a worrier. Telling on people is his way of trying to get approval.





## TECHNOBEAR

Technobear brings the party, always looking for a good beat and always ready for a fist bump. He loves to dance, loves the ladies (especially Harvey's mom) and loves his friends even more.

## PIRI PIRI

Piri Piri is the ultimate optimist. She lives her life on another wavelength and sees everything as AMAZING, no matter how mundane. Sincere, creative and a little off kilter, she's the dreamer in the gang.







## KRATZ

Things never go right for Kratz and he's accepted that. He's resigned to his fate without resenting it. He's weird, awkward and a little smelly, and yet to his surprise, he still has friends. Kratz is not a wet blanket; he's a damp blanket. Life tends to fulfill his low expectations.

## PRINCESS

Princess is an entitled, grumpy, waddling, monster of a child who thinks she's amazing at everything. Really all she's good at is being loud and annoying.



## ROOTER

Rooter believes anything can be solved by muscle power. There's no challenge in doing things the easy way, and there are no shortcuts to survival.





**IRVING BEAKS (HARVEY'S DAD)**

Irving is tender-hearted and prone to getting sentimental, especially when it comes to his family. A stay-at-home dad whose domestic skills are challenged, he tries his best to make a beautiful home for his family. A victory for Irving is not burning dinner... much.

He's got a good group of equally dorky friends that play together in a band (he's on keytar.) Harvey looks up to him as though he were the coolest dad in history.

**MIRIAM BEAKS (HARVEY'S MOM)**

Miriam is the local librarian, but don't judge a book by its cover. She may look responsible now, but in her youth, she was 87% rock and roll. Miriam loves being a mom, but it doesn't define her. She has a little bit of a bite. She's kind, but not a pushover. Miriam really enjoys seeing Harvey indulge his adventurous spirit. Seeing a lot of herself in Fee, the two share a special bond.

**THE EGG**

Dad carries around Harvey's baby sister, currently an egg. Harvey is excited to have a sister, but as her hatching gets closer, he has to come to grips with not being the only child anymore.



**JEREMY**

Jeremy is constantly overwhelmed and out of his depth, yet somehow people keep giving him responsibilities that he shouldn't have. Despite his helplessness, he's still happy to be of service.







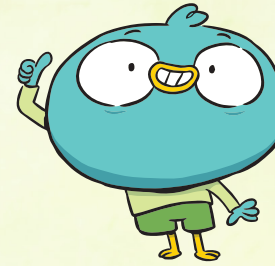
HB\_LK\_Harvey\_001



HB\_LK\_Harvey\_002



HB\_LK\_Harvey\_003



HB\_LK\_Harvey\_004



HB\_LK\_Harvey\_005



HB\_LK\_Foo\_001



HB\_LK\_Foo\_002



HB\_LK\_Foo\_003



HB\_LK\_Fee\_001



HB\_LK\_Fee\_002



HB\_LK\_Fee\_003





HB\_LK\_Grp\_001



HB\_LK\_Grp\_002





HB\_LK\_Claire\_001



HB\_LK\_Dade\_001



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HB\_LK\_Princess\_001



HB\_LK\_Kratz\_001



HB\_LK\_Rooter\_001



HB\_LK\_Piri\_Piri\_001



HB\_LK\_Irving\_001



HB\_LK\_Miriam\_001














HB\_LK\_Jeremy\_001





## HARVEY

 Body 325 C 56-0-25-0	 Inside of Mouth 1815 C 31-93-83-38
 Body Shadows 71% of 7474 C 71-21-33-0	 Tongue 183 C 0-54-12-0
 Beak and Legs 109 C 1-16-100-0	 Main Holding Lines Process Black C 0-0-0-100
 Leg Shadow 103 C 25-26-100-0	 Eyes, Teeth White 0-0-0-0
 Shirt 372 C 17-0-50-0	
 Shirt Shadow 577 C 35-9-60-0	
 Shorts 7489 C 60-11-88-0	
 Shorts Shadow 370 C 69-24-100-8	



## FOO

 Body 157 C 3-47-80-0	 Pants Highlights 177 C 0-63-30-0
 Body Shadow 7565 C 16-59-100-2	 Pants 1795 C 11-100-97-2
 Tips of Cheeks and Hair 158 C 3-69-99-0	 Main Holding Lines Process Black C 0-0-0-100
 Teeth 7499 C 6-5-26-0	
 Nose, Pants Shadow 1805 C 22-97-90-13	
 Eyes Yellow 0131 C 6-1-37-0	
 Inside of Mouth 1815 C 31-93-83-38	
 Tongue 183 C 0-54-12-0	



## FEE

 Hair 226 C 14-100-22-0	 Belt 5845 C 33-25-69-1
 Hair Holding Lines (Light) 210 C 0-47-0-0	 Belt Holding lines 450 C 55-54-91-45
 Hair Shadow 674 C 17-77-6-0	 Nose 194 C 27-97-69-20
 Hair Underside 676 C 33-100-45-15	 Eyes Yellow 0131 C 6-1-37-0
 Hair Holding Lines (Dark) 228 C 39-100-42-23	 Inside of Mouth 1815 C 31-93-83-38
 Body 486 C 3-54-50-0	 Tongue 183 C 0-54-12-0
 Body Shadow 7522 C 23-61-65-5	 Teeth 7499 C 6-5-26-0
 Dress 602 C 8-3-57-0	 Main Holding Lines Process Black C 0-0-0-100



## CLAIRE

 Fur 7411 C 6-39-72-0	 Scarf, Eyes White 0-0-0-0
 Tips of Tail and Ears 80% of 7506 C 4-9-22-0	 Scarf Holding Lines 7674 C 49-44-11-0
 Hair 1395 C 30-63-100-19	 Main Holding Lines Process Black C 0-0-0-100
 Hair Holding Lines 498 C 39-76-70-42	
 Nose 497 C 47-72-69-55	
 Shirt and Pants 270 C 27-27-0-0	



## DADE

 Dark Fur 65% of 112 C 26-28-73-1	
 Dark Fur Shadow 872 C 40-48-77-17	
 Light Fur 7402 C 7-12-47-0	
 Light Fur Shadow 466 C 22-32-60-0	
 Nose 507 C 13-50-16-0	
 Inside of Mouth 1815 C 31-92-82-35	
 Tongue 183 C 0-50-11-0	
 Main Holding Lines 0-0-0-100 Process Black C	
 Eyes, Teeth White 0-0-0-0	



## TECHNOBEAR

 Dark Fur 7568 C 39-64-80-32	 Main Holding Lines Process Black C 0-0-0-100
 Dark Fur Shadow 439 C 59-66-63-54	 Eyes White 0-0-0-0
 Light Fur 4655 C 24-43-58-2	
 Light Fur Shadow 7504 C 38-49-65-12	
 Shorts 7625 C 3-84-82-0	
 Nose 7587 C 29-76-90-23	
 Boom Box Front 877 C 47-38-38-2	
 Boom Box Side 424 C 57-47-48-14	
 Boom Box Handle and Details 445 C 68-54-55-30	





## PRINCESS

	Body 465 C 25-40-74-3
	Beak, Legs, Feet 134 C 0-18-67-0
	Tiara Holding Lines 7422 C 1-22-7-0
	Dress 1st Ruffle 495 C 1-31-10-0
	Tiara, Dress 2nd Ruffle 197 C 2-48-15-0
	Dress 3rd Ruffle 7607 C 18-68-60-2
	Dress 4th Ruffle 7418 C 13-81-61-1
	Main Holding Lines Process Black C 0-0-0-100
	Eyes White 0-0-0-0



## KRATZ

	Dark Fur Cool Gray 11 C 65-57-52-29
	Light Fur 7541 C 13-7-8-0
	Pants 479 C 29-51-61-6
	Nose 507 C 13-50-16-0
	Tongue 183 C 0-50-11-0
	Main Holding Lines Process Black C 0-0-0-100
	Eyes White 0-0-0-0



## ROOTER

	Body 493 C 10-57-25-0		Dumb Bell Weights 445 C 68-54-55-30
	Snout 501 C 11-39-22-0		Dumb Bell Bar 877 C 47-38-38-2
	Nostril Holes 4995 C 35-67-49-11		Main Holding Lines Process Black C 0-0-0-100
	Hands, Feet Black 2 C 62-60-77-66		Eyes White 0-0-0-0
	Shirt 7527 C 15-13-21-0		
	Shorts 402 C 40-37-43-2		
	Mohawk 202 C 29-96-76-29		
	Mohawk and Tail Tip Holding Lines 4975 C 49-77-69-67		
	Tail Tip 168 C 34-78-98-39		



## PIRI PIRI

	Body 122 C 0-17-85-0		Inside of Mouth 1815 C 31-92-82-35
	Hair 5835 C 38-32-78-5		Tongue 183 C 0-50-11-0
	Hair Holding Lines 7771 C 58-54-78-45		Main Holding Lines Process Black C 0-0-0-100
	Beak, Legs, Feet 7413 C 9-57-93-0		Eyes White 0-0-0-0
	Hat 7703 C 81-21-17-0		
	Scarf 709 C 0-77-37-0		
	Shirt 7499 C 5-7-35-0		
	Skirt 682 C 39-85-29-5		
	Freckles 7552 C 42-59-100-33		



## IRVING

Body 635 C 33-1-7-0	Tongue 183 C 0-50-11-0
Body Shadow 550 C 44-16-15-0	Baby Carrier 872 C 40-48-77-17
Shirt 508 C 7-39-13-0	Baby Carrier Shadow 7497 C 49-45-68-19
Pants 5803 C 24-15-37-0	Egg 7499 C 5-7-35-0
Feet 122 C 0-17-85-0	Egg Spots 624 C 56-25-45-2
Beak 136 C 0-28-86-0	Main Holding Lines Process Black C 0-0-0-100
Inside of Mouth 1815 C 31-92-82-35	Eyes White 0-0-0-0



## MIRIAM

Body 635 C 33-1-7-0	Belt Buckle 602 C 7-3-64-0
Body Shadow 550 C 44-16-15-0	Belt 7499 C 5-7-35-0
Hair 7699 C 83-54-35-12	Feet 122 C 0-17-85-0
Hair Holding Lines 547 C 99-66-56-55	Scarf 708 C 0-54-18-0
Beak 136 C 0-28-86-0	Scarf Holding Lines 7419 C 24-82-56-8
Shirt 7440 C 37-60-10-0	Main Holding Lines Process Black C 0-0-0-100
Pants Yellow 0131 C 5-1-46-0	Eyes White 0-0-0-0



## JEREMY

Body and Spots 705 C 1-16-4-0	Body Shadow Warm Gray 6 C 36-35-38-1
Feet, Mushroom Top Underside 7523 C 25-72-63-10	Inside of Mouth 1815 C 31-92-82-35
Tongue 183 C 0-50-11-0	Mushroom Top 7416 C 3-74-70-0
Main Holding Lines Process Black C 0-0-0-100	Eyes White 0-0-0-0







Files available on [nickcentral.com](http://nickcentral.com)



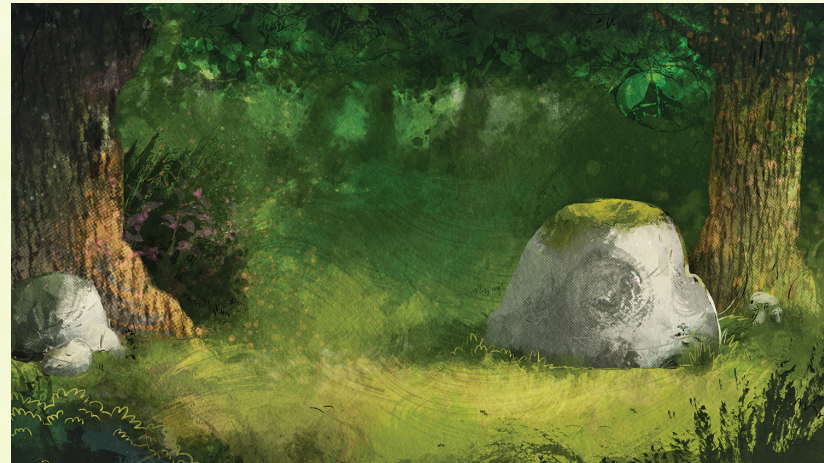
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HB\_LK\_BG\_001



Littlebark Grove (generic)  
HB\_LK\_BG\_002



Littlebark Grove (generic)  
HB\_LK\_BG\_003



Littlebark Grove (generic)  
HB\_LK\_BG\_004



Files available on [nickcentral.com](http://nickcentral.com)



The Beaks' House (exterior)  
HB\_LK\_BG\_005



Littlebark Grove (generic)  
HB\_LK\_BG\_006



Littlebark Grove (generic)  
HB\_LK\_BG\_007



Wetbark Lake  
HB\_LK\_BG\_008



Files available on [nickcentral.com](http://nickcentral.com)



Littlebark Grove (generic)  
HB\_LK\_BG\_009



The Beaks' Living Room  
HB\_LK\_BG\_010



Harvey's Room  
HB\_LK\_BG\_011



Littlebark Grove (generic)  
HB\_LK\_BG\_012

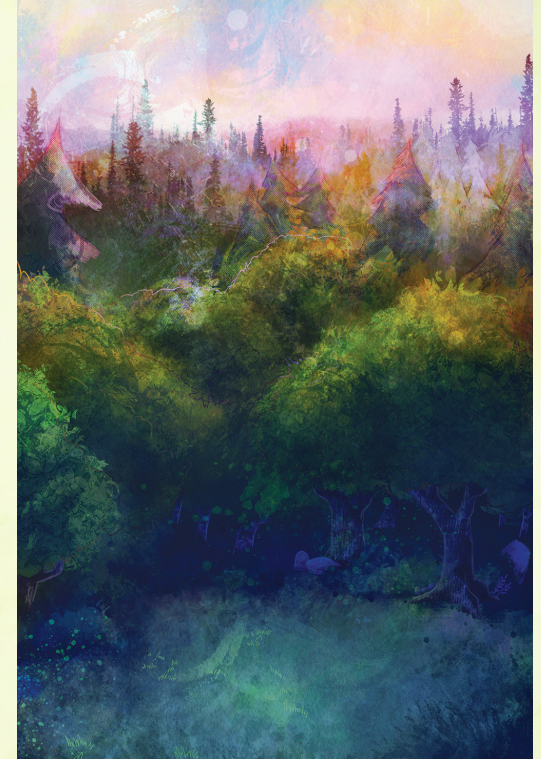




Littlebark Grove Library  
HB\_LK\_BG\_013



The Beaks' House (exterior night)  
HB\_LK\_BG\_014



Littlebark Grove (generic)  
HB\_LK\_BG\_015



Files available on [nickcentral.com](http://nickcentral.com)



Littlebark Grove (generic)  
HB\_LK\_BG\_016



Littlebark Grove (generic)  
HB\_LK\_BG\_017



Littlebark Grove (generic)  
HB\_LK\_BG\_018



Littlebark Grove (generic)  
HB\_LK\_BG\_019



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PRIMARY LOGO

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SECONDARY LOGO

Vector Version  
4-color process



Black + White



Spot



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Pixel Based Version

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SECONDARY LOGO

Vector Version  
4-color process



Black + White



When logo is a total width of 1 inch or smaller, use these versions.

4-color process + 021



Black + White



Spot



## PRIMARY HEADLINE FONT

**SMASHING**

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## SECONDARY HEADLINE FONT

**RATHER LOUD**

Available at [veer.com](http://veer.com)

## PRIMARY TEXT FONT FAMILY

**Advert Rough Three**  
**Advert Rough Two**

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## COLOR PALETTE



Pantone 357C  
C 80, M 0, Y 100, K 56



Pantone 367C  
C 32, M 0, Y 59, K 0



Pantone 387C  
C 10, M 0, Y 74, K 0



Pantone 722C  
C 0, M 36, Y 76, K 0



Pantone 4625C  
C 0, M 60, Y 100, K 79



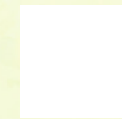
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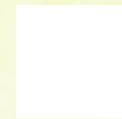
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Pantone YellowC  
C 0, M 0, Y 100, K 0



Pantone 1795C  
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Pantone 137C  
C 0, M 35, Y 90, K 0

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HB\_LK\_KA\_001A

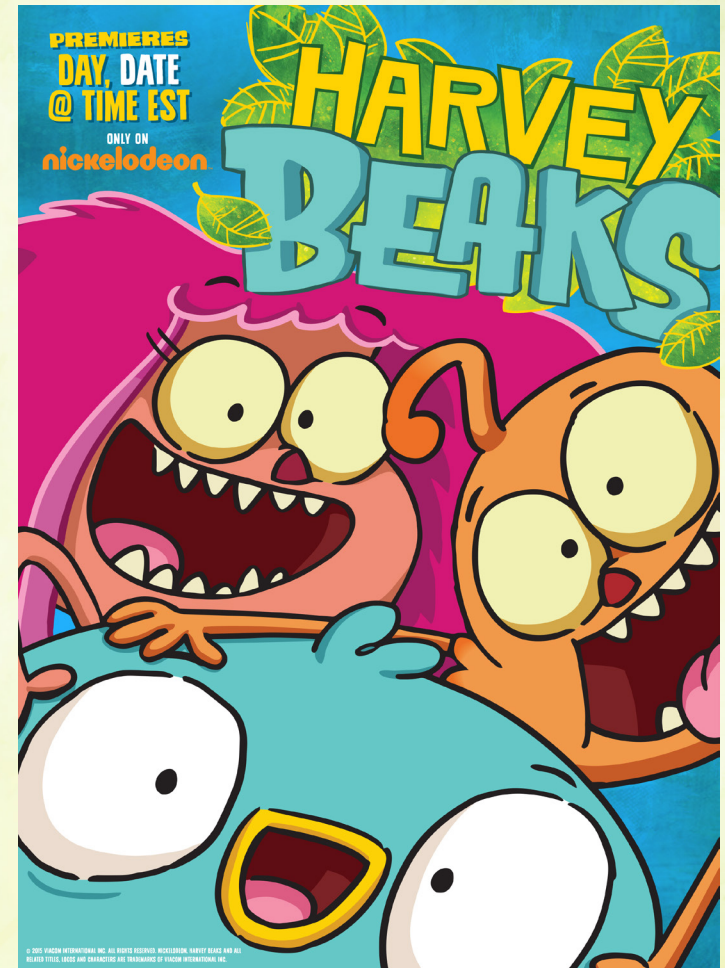


HB\_LK\_KA\_001B





HB\_LK\_KA\_002A



HB\_LK\_KA\_002B





HB\_LK\_PATCH\_001



HB\_LK\_PATCH\_002



HB\_LK\_PATCH\_003



HB\_LK\_PATCH\_004

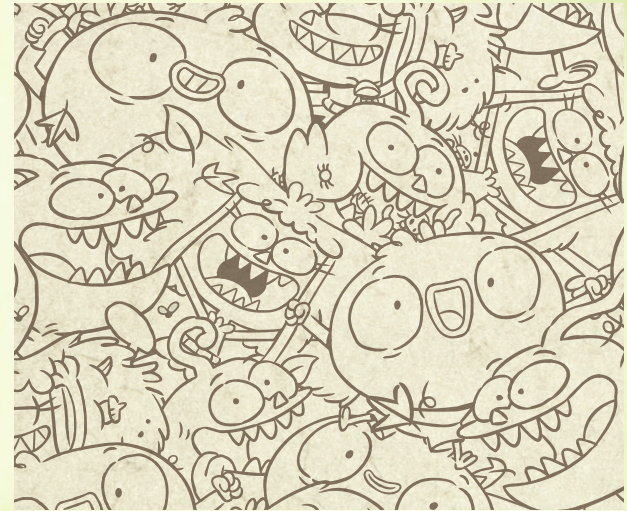




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HB\_LK\_PTN\_002a



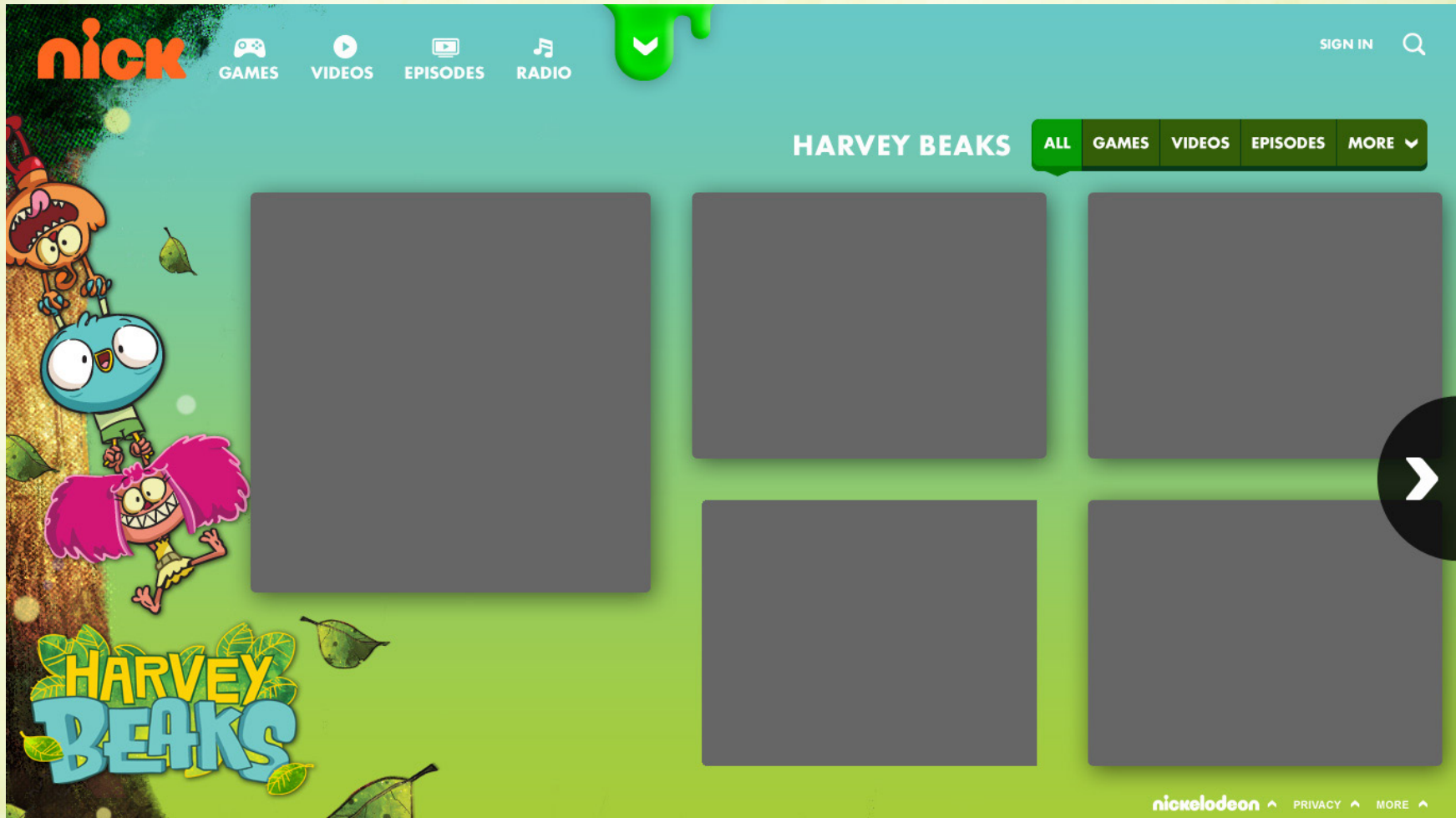
HB\_LK\_PTN\_002b



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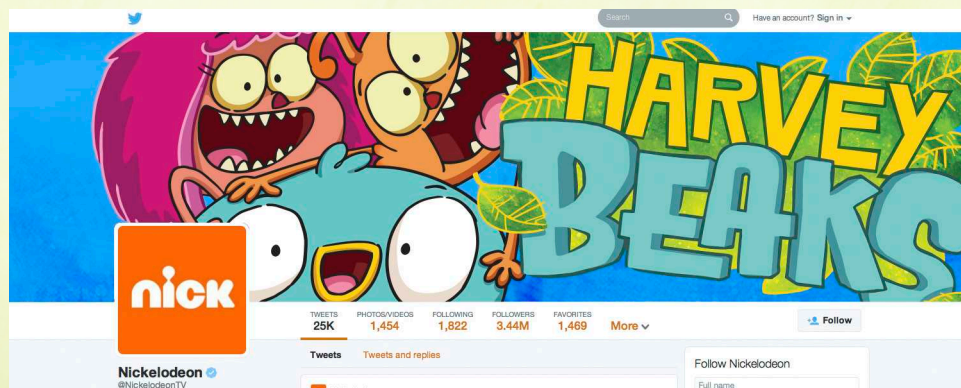
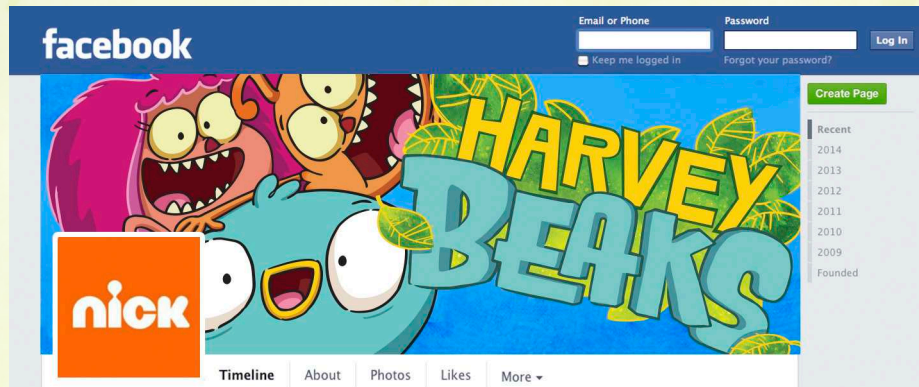


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Banners

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HB\_LK\_PPT\_004



HB\_LK\_PPT\_001



HB\_LK\_PPT\_002



HB\_LK\_PPT\_003



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